

Monday, July 11, 1994

- * Met with a woman to notarized my lease on the 18th Floor
- * **Meeting with Doren--Marlboro Promotion Process**
 - Brainstorming meeting to go over how we are to go through developing a promotion and coordinating it with the various departments.
 - We want to plan and set up how long it will take to do promotions
 - Creative(Agency/Brand/Purchasing)
 - Creative brief takes about one week
 - Comp. Dev. Package/Incentive
 - * This stage takes about three weeks
 - * Need technical advise early on
 - A&K(means art and key line) Package/Incentive
 - * Should have technical consultation
 - * Should have DDCP during this stage
 - * DDCP means Digital Recorder Color Print
 - Comp Dev. POS
 - * Need technical advise early on
 - A&K POS
 - Legal component for everything
 - * Sign off along the way
 - Comes all together especially if we are silk-screening an item.
 - Some items are done concurrently
 - We will know who the silk-screener is because the contracts will be in place.
 - Activities will be going on in brand at the same time things are occurring in purchasing.
 - POS Production(Madden Communications Inc.)
 - PMX Delivery Schedule
 - * PMX means PM Express
 - This is a supplier who transports all of our promotions
 - Sales reps order from PMX to have items for the promotions shipped to them
 - One month prior to field date to PMX express
 - Located in Illinois
 - They do all of our POS production/printing and they send out all items to the field sales reps.
 - Blank design(POS display)
 - Legal Sign-off
 - Press Proof/Blues/Color Proof
 - *Once done, no changes can be made
 - *Signing off based on picture and proofed for colors
 - Purchase Req.
 - *No one signs
 - *Receiving an order before purchase order
 - *Req. needs to be signed before purchase order begins
 - Why is a purchase order done before production?

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-Logistics

-Delivery Method

- * Some by rail, some by truck(Using a truck is faster but more expensive by \$150)
- * Want to plan more so that we do not have to use trucks
- * Intermodal
 - by train with trucks on back
- * Pick the cheapest method

-This is letting us know that if we make changes, these are the implications

-Different promotions have different timetables

-Brand will create a timeline

-Kitting Instructions

-Transport/PMX Tracking Report

- * Report about transportation

-Need to know the process I go through to do a promotion

-Incentive Procurement

-Item Selection

- * Takes about 6 weeks
- * Brand may go to purchasing with an item or we may go to purchasing to look at an item that they have selected.
- * Proof of embroidery or samples for top(shirt) and how will it look on that item
- * Proof of artwork on lighter or cup
 - Includes trademark or patent info
 - Legal would need to see it

-Item approval

- * Turn in 2-3 items to packaging

-Sample Approval

-Prepare Bid Specs/Quantities

-Issue Bid

- * Bid package is prepaid(three if necessary) sent out to vendor

-Receive Bids

- * Sealed bids

-Issue Purchase Order

- * Cannot write without delivery schedule

-Review Pre-Production Sample

-Incentive Production

- * Takes 4-5 months to produce all
- * ex: 8 wks for production of one million pens or 750,000 can be done per month.

-Always clearly define specs

-Brand driven meetings usually take place

-Sample should be in poly bag

-Need to see sample of the incentive item

-Always itemize

-Drawing of a fold carton as if it were open

-BOE--Bureau of Explosives, Tobacco, Firearms

-Do a best case scenario--Basic 4 weeks

-Worst case scenario in 10 weeks(if they have never done before

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-Print Packaging

-Blank Approval

- * Turn over three incentives to packaging to develop blanks
- * Three pieces of the same item
- * Develop blank to submit to brand for approval

-Prepare Bid Specs/Quantities

- * If custom(or the first time)
- * Full analysis of why they selected the vendor from the bidding choices
- * More technical
- * Req.--we get from purchasing that I sign telling mgt. why I selected that vendor(purchasing provides me with the details.

-Issue Bids

-Receive Bids

-Issue PO

-Review Pre-Production Sample

-Incentive Production

-Tracking Schedule to Packager

- * As soon as PO is delivered, I need to start tracking

-Package Assembly

-Assembly and printing bids are done at the same time

-Allow first shipment to take four weeks

* **Meeting with Deane Gross**

-She wants the team leader titles removed on the project team list for project thunder.

-The brand group will be handling all of the promotional items dealing with consumers before the trip

- * Retail
- * Direct mail
- * Purchasing the incentives for the sweepstakes and catalogs
- * All of the brand stuff
- * The pre-promotion and the promotion stuff

-Deane and the events marketing department will handle the trip and the planning of the trip and everything that deals with the train.

- * Handle the PR for the promotion tour.

-She said to remove Dave Thomas of the Hadley Group from the list

* **Meeting with Mark Walchak--Packaging**

-We might have to get rid of the blue and just include the train

-The 100's(packs) have more room to work with

Continuity--We have made decision on that yet regarding the miles

-We may not decide until later

-The promotion will run from Sept 95-April 96.

Marlboro Red

* This is the worst box

Various Options

* Train without Miles

* Train with Miles

* Use one side of the box either the front or back panel to put logo

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- * Hologram

- Would need more time to produce this one and it is expensive
- Five cents for each pack is the cost, whereas the others would be less than one-cent per pack.(\$7.00 per 1000)
- Use for the introduction packages

- Carton Graphics

- * Able to use up to 9-color press
- * 40-color processing(we would not need)
- * Could do what they did with country store

- Menthol packs are a problem

- Design

- * Could have scenery with the train driving through it(going through the country)
- * Need to have a lead time of July 15 or the end of June to start producing the product.
- * This may be a problem because we will tie up one vendor for too long
- * Need to have all graphics(artwork) to the agency by the first of the year

- Carton Inserts

- * We have limited equipment because it is done by hand at Pre-Con
- * Lead times could be as long as 6 months

- If we do not use the continuity, we could just put on Marlboro's big four packs.

- Hank will begin working on it.

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